

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPTON, INC.

AD#407-D3 REQ#M53542 "JEANS & T-SHIRT" PAGE 4/C BLUED (5-5/8" x 7-3/4") TV GUIDE, 1997



**Basic**  
FILTERS

20 CIGARETTES

**Keep it Basic**  
Tastes Good. Costs Less.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

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16 mg. "tar," 1.1 mg. nicotine  
av. per cigarette by FTC method.



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